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# Example of Brand Development Manager Job Description

Our company is looking to fill the role of brand development manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for brand development manager

* Produce and deliver presentations and communications tools and aides to support Brand Food and Beverage Development’s mission
* Day to day product management activities including planning and execution of annual acquisition, retention and client engagement plans
* Supporting the development and implementation of new card concepts and features to continue the growth of new cardholders and product relevance to existing customers
* Responsible for product development activity as assigned on a per project basis
* Uses knowledge and expertise to develop the product portfolio and own suppliers
* Interprets product portfolio industry and consumer trends
* May recommend product development ideas
* Ensures designs and product objectives supports merchants' category plans, assortment strategies, price point, and overall creative direction
* Directs vendors in achieving product execution, maintenance of design
* Work with agencies to develop and deliver visual and verbal brand – including assets, treatments, photography, and illustrations

## Qualifications for brand development manager

* Understands consumer research to define customer targets and marketing mix
* Marketing and/or technology innovation
* Excellent interpersonal and communication (written and verbal)
* Bachelor's or Master's (graduate) degree in Business, Business Administration, Sales, Marketing or technical field and/or equivalent combination of education and experience
* 10+ years of consulting experience plus sound knowledge of Labels & Packaging print industry with a concentration in label industry
* Superior English communication skills both oral and written